

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 47, NO. 43

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

OCTOBER 22, 1955

Records Aid Jingle At Boxoffice

By JAY L. SMITH

On The
beam



Bosley Crowther, distinguished film critic of the New York Times, is reputed to be able to "make" or "break" a picture, as far as New York is concerned. However, this applies chiefly to foreign-language films, for which Mr. Crowther has a definite weakness. Those which he damns with words of faint praise, or worse, usually fail to develop long runs at the Art theatres in Manhattan, while those over which he waxes enthusiastic, frequently go into long and most lucrative runs.

Mr. Crowther, besides doing film reviews, editorializes on various occasions, about the problems of our industry, such as our Production Code, and a recent attack by Mr. Crowther on the Code, brought about by the MPA's refusal to grant a Code of Approval Seal to the DCA release, "I Am A Camera", resulted in an editorial defense of the code, and rebuttal to Mr. Crowther by Martin Quigley, Jr., in the Motion Picture Herald.

This latter editorial, in turn, brought forth a letter to Mr. Quigley from Sol Allen, of Premier Operating Corp., Ltd., Toronto, defending Mr. Crowther, and further attacking the Code as outdated. Mr. Quigley published the letter from Mr. Allen, in its entirety, and considerable comment has been aroused by the letter.

Latest development we have heard in the matter is a letter from Bosley Crowther to Sol Allen, congratulating Sol on his letter, and expressing hope that an "enlightened revision of the Code" may be forthcoming.

In the meantime, the MPA has still not granted "I Am A Camera"

(Continued on Page 2)

Disc Jockeys And Juke Boxes Tops In Film Exploitation

Toronto: This last year or two has seen an increasing stress on the promotion of a film's music and top tunes through record exploitation by all major film companies. This long-used method of publizing took on added importance with the over night success of UA's "High Noon" and 20th-Fox's "Three Coins In A Fountain."

Town Council Cancels Tisdale Amuse. Tax

Tisdale: Mr. Fred Falkner of the Falcon Theatre, Tisdale, Sask., appeared before the Town Council at their meeting on Tuesday, Oct. 5th, and presented his case re amusement tax, citing figures for

(See TISDALE Page 3)

The growth of TV here in Canada has added spice to this trend with all publicity men vying for spots on our home-grown musical shows. Latest venture in this regard and marking a first for Canada,

(See RECORDS Page 2)

Jolley Addresses 100 Exhibs. In Session At Saint John

Saint John: One hundred motion picture exhibitors from the Maritime Provinces were attendance at a one-day annual meeting in the Admiral Beauty Hotel last week.

Arch H. Jolly, Toronto, executive director of the Motion Pictures Industry Council of Canada, addressed the luncheon session in the hotel.

"Movie theatres are an asset to any business community and are big morale builders," he said in noting there should be greater co-operation between motion picture exhibitors and merchants.

"These theatres are a magnet of any main street, drawing thousands of persons weekly to the heart of any community," he said.

"Because of this, merchants must become more fully aware of

(See JOLLEY Page 3)

Golding Named MGM Saint John Br. Mgr.

Toronto: Henry Nathanson, President of Metro-Goldwyn-Mayer Pictures of Canada Ltd., announced the appointment of Eric Golding as successor to the managership of the Saint John branch

(Continued on Page 2)

ROSENFELD HONORED

The Annual Pioneer of the Year Award Dinner takes place on Nov. 1 at the Royal York Hotel. Get your tickets now from George Oullahan, George Altman, Harry Lester and Mrs. Chinn at the MPTAO office.

Maritime Pioneers Elect New Officers

Fifteen men gathered in a salon of the Admiral Beatty Hotel last week.

All members of the Canadian Motion Picture Pioneers, Maritime branch, they talked about the one-time "greats" for most of the evening.

They had everything from laughter to tears in their voices as they recalled the days of celluloid film and the old crank-style movie machines.

The group took time out from reminiscing about the "good old

(See PIONEERS Page 3)

Bingo Competition Hits Ottawa Houses

Ottawa: Four service clubs are now competing for business in the Monster Bingo racket at the Auditorium and Coliseum, and the prizes are fabulous, including in some cases, two motor cars at the one session. Latest to join in the gambit is the Kinsmen Club; the

(See BINGO Page 3)

Digest Circulation Growing

TORONTO: Pearl Maron, circulation manager of The Canadian Moving Picture Digest made public an up to date circulation report coinciding with The Digest's 40th Anniversary. The report Mrs. Maron stated was compiled on the basis of the weekly "Delivery of Publications" report filed each week with the Toronto Post Office.

Paid Subscribers..... 1219 (Mailed)

Paid Subscribers..... 76 (Delivery in Toronto by Messenger)

Non-Subscribers 250 (Mailed)

Richard Egan 20th Century-Fox Star Here October 26th

On the Beam

(Continued from Page 1)

a Code Seal of Approval, which does not seem to have interfered with the box-office success of the picture in any way, for in a number of key situations, including New York, Los Angeles, Denver, Detroit, Washington, New Orleans and San Francisco, the picture has opened to smash business and been held over for successful runs.

In Canada, the picture has had only one engagement so far, at Odeons' Hyland and Christie Theatres, in Toronto, where it is now in its third week, headed for a long run.

Hold-overs are still the order of the day in Toronto, with Warner Bros.' "Mr. Roberts" now in its third week at the Imperial; 20th Fox's "Love Is a Many Splendored Thing" in its third week at the University and Eglinton; 20th Fox's "Left Hand of God" in its second week at Shea's; Empire-Universal's "To Hell and Back" is that company's biggest grosser of the year, now in its 3rd week at Loew's Uptown, and definitely going a fourth; M-G-M's hit musical, "It's Always Fair Weather", is in its 2nd week at Loew's, and looks set for a long run.

Pile-up of new pictures, awaiting release in Toronto, is getting bigger and bigger, due to the hold-overs, which makes everyone wonder why the delay in the opening of the completely remodelled Tivoli Theatre, which Famous Players have had closed since the beginning of the summer, and which was originally scheduled to re-open Labor Day. J. J. Fitzgibbons, President of Famous Players, is due back from the West Coast the end of the month, for the Industry Council meetings, and it is possible that the decision as to the re-opening date and policy for the new Tivoli, will await his return.



ERIC GOLDING

RECORDS

(Continued from Page 1)

will be the use of 24 sheet on "Love Is A Many Splendored Thing" being used as a backdrop on a national CBC TV program next week, when the Four Aces will appear in person and sing this latest Fox hit tune. This latest gimmick was developed by Tom Daley and Marc Hirsch, managers of the University and Eglinton theatres, Toronto, where the Fox picture is now showing.

Most of the publicity men of the major companies, regularly circularize the more than 500 disc jockeys across Canada with records and other material pertaining to upcoming product. Working closely with the many record companies located in Canada, the publicity men have been successful not only on radio and now on TV, but also in placing of records based on their films in the over 50,000 juke boxes that have mushroomed across Canada in practically every restaurant and soda fountain store.

One of the record companies who has developed their promotion activity to a high level with the film companies is Capitol Records with their Canadian rep Whitey Haines actually sponsoring special screenings in conjunction with the film

companies. With both the disc companies and the distribution firms plugging hard, most newspapers have in the last year or two added to their rosters a Record column which has provided an additional source of publicity on coming product.

Theatre managers on a local scale have taken advantage of this activity and have developed to a high degree displays in their theatre lobbies tied in with local record stores and in return have received window displays.

MGM And Jonathan Productions Deal

New York: Metro-Goldwyn-Mayer announces an agreement with an outside producing organization, the new firm of Jonathan Productions, by which that firm will make motion pictures which MGM will finance and distribute.

GOLDING

(Continued from Page 1)

following the death of Abe Smith, two weeks ago. The appointment took effect on October 10. Golding at the time of his appointment was 35 and 16 mm salesman for MGM in Saint John. He joined the company in 1927, and has been with them continually.

MAKE YOUR RESERVATIONS NOW!

For the Annual Meeting and Luncheon

of the

MOTION PICTURE THEATRES ASSOCIATION of ONTARIO

to be held

MONDAY, OCTOBER 31st, 1955

at the

KING EDWARD HOTEL, TORONTO

REGISTRATION
9.30 A.M.

BUSINESS MEETING
10 A.M.

LUNCHEON
1 P.M.

Guest Speaker: DON HENSHAW

MOTION PICTURE THEATRES ASSOCIATION of ONTARIO

ARCH H. JOLLEY, Secretary

21 Dundas Square

EM. 4-9630

Toronto, Ont.

Trans-Canada

USE THIS INFORMATION AS YOUR
GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.
SHEA'S
2nd wk. The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.
UNIVERSITY & EGLINTON
3rd wk. Love Is A Many-Splendored Thing (20th-Fox) C'Scope & Color with William Holden.
UPTOWN
3rd wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.
ODEON & FAIRLAWN
Footsteps in the Fog (Col.) Tech. with Stewart Granger & Jean Simmons.
HYLAND & CHRISTIE
3rd wk. I Am a Camera (Alliance) with Julie Harris.

MONTREAL

LOEW'S
2nd wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.
CAPITOL
2nd wk. You're Never Too Young (Para.) VV & Tech. with Martin & Lewis.
PALACE
2nd wk. The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.
PRINCESS
The Far Horizons (Para.) VV & Tech. with Fred MacMurray.
SNOWDON - OUTREMONT - STRAND - SEVILLE - AVENUE - AYON - KENT
Not As a Stranger (UA) with Olivia de Havilland and Robert Mitchum.
ORPHEUM
Chicago Syndicate (Col.) with Dennis O'Keefe.
IMPERIAL
42nd wk. This is Cinerama.

WINNIPEG

CAPITOL
The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.
MET
You're Never Too Young (Para.) VV & Tech. with Martin & Lewis.
ODEON
Special Delivery (Col.) with Joseph Cotten & Eva Bartok.
GARRICK
3rd wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

CALGARY

CAPITOL
Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.
UPTOWN
The Shrike (E-U) with Jose Ferrer.
PALACE
The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.
GRAND
2nd wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

VANCOUVER

CAPITOL
It's Always Fair Weather (MGM) C'Scope & Color with Gene Kelly & Dan Dailey.
ORPHEUM
2nd wk. The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.
VOGUE
To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.
STRAND
4th wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

SAINT JOHN

PARAMOUNT
To Catch a Thief (Para.) VV & Tech. with Cary Grant & Grace Kelly.
CAPITOL
The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.
STRAND
Summertime (UA) Tech. with Katherine Hepburn.

NEW SCREEN
EXCITEMENT
THRU GREAT
CREATIVE
MANPOWER



UA PRESENTS THE GREAT

EXCITEMENT is the key-note of our industry...call it show business...call it entertainment...call it whatever you like, but EXCITEMENT is what it all boils down to.

United Artists has it!

The list of personalities and properties in this ad spells it out. There are RIGHT NOW, in some stage of actual preparation or production, over 100 top quality pictures. This guarantees to exhibitors throughout the world more than 30 films a year for the next 3 years—with a promise of even greater news to come, in quality and quantity.

Backed by a distribution and promotional staff that has more than doubled its world-wide personnel in the last few years, it is no exaggeration to state that UA is prepared to fulfill not just the greatest program in its 36 year history, but one of the greatest in the history of this industry.

ROBERT ALDRICH

Producer-Director (THE ASSOCIATES & ALDRICH CO.)

"THE BIG KNIFE"—starring JACK PALANCE, IDA LUPINO, SHELLEY WINTERS, WENDELL COREY, ROD STEIGER, JEAN HAGEN

ROBERT BASSLER- RICHARD SALE

Producer-Director

"GENTLEMEN MARRY BRUNETTES"—Technicolor
CinemaScope—starring JANE RUSSELL, JEANNE CRAIN

"THE VIGIL"—Color—CinemaScope

JOAN CRAWFORD

Producer-Star

Six pictures in six years

CROWN PRODUCTIONS

Producers (ROBERT JACKS, ROBERT GOLDSTEIN, SPYROS SKOURAS, PLATO SKOURAS)

"STRANGER ON HORSEBACK"—Ansco Color
starring JOEL McCREA

"ROBBERS ROOST"—De Luxe Color
starring GEORGE MONTGOMERY

"A KISS BEFORE DYING"—Eastman Color
CinemaScope—starring ROBERT WAGNER

"A KILLER IS LOOSE"

KIRK DOUGLAS

Producer-Star (BRYNA PRODUCTIONS)

Six pictures in three years

1. "THE INDIAN FIGHTER"—Color—CinemaScope

2. "THE VIKING RAIDERS"

ERROL FLYNN

Producer-Star (IN ASSOCIATION WITH HERBERT WILCOX)

"LET'S MAKE UP"—Eastman Color
co-starring ANNA NEAGLE

"KING'S RHAPSODY"—co-starring ANNA NEAGLE

"WILLIAM TELL"—Color—CinemaScope

HENRY FONDA

Producer-Star

Six pictures in four years

1. "THE CLOWN"

2. "TWELVE ANGRY MEN"

BERT E. FRIEDLOB

Producer

"NEWS IS MADE AT NIGHT"—starring DANA ANDREWS,
RHONDA FLEMING, IDA LUPINO, HOWARD DUFF,
GEORGE SANDERS, THOMAS MITCHELL, LEE J. COBB

PRODUCING NEW SCREEN

CREATIVE MANPOWER

SAMUEL GOLDWYN, JR.

Producer

"THE TROUBLESHOOTER"—starring ROBERT MITCHUM, JAN STERLING

"SHARKFIGHTERS"—Color

"THE DANCING DETECTIVE"

PAUL GREGORY-CHARLES LAUGHTON

Producer-Director

"THE NIGHT OF THE HUNTER"—starring ROBERT MITCHUM, SHELLEY WINTERS, LILLIAN GISH

JED HARRIS-MICHAEL MYERBERG

Producers

"PATTERNS"—starring VAN HEFLIN

DICK HAYMES-RITA HAYWORTH

Producer-Star (CRYSTAL BAY PROD.)

Two pictures in two years

HAROLD HECHT-BURT LANCASTER

Producer-Director-Star (HECHT-LANCASTER PROD.)

"THE KENTUCKIAN"—Technicolor—CinemaScope
starring BURT LANCASTER with DIANNE FOSTER, DIANA LYNN

"MARTY"—starring ERNEST BORGNINE, BETSY BLAIR

"TRAPEZE"—starring BURT LANCASTER, GINA LOLLOBRIGIDA, TONY CURTIS

"THE WAY WEST"

"TOO MUCH MAN"

"ELEPHANT BILL"

"THE TALL DARK MAN"

"TELL IT ON THE DRUMS"

"UNTIL THEY SAIL"

"KITTY HAWK"

LEW KERNER

Producer

"STUDS LONIGAN"

STANLEY KRAMER

Producer-Director

"NOT AS A STRANGER"—starring OLIVIA de HAVILLAND, ROBERT MITCHUM, FRANK SINATRA, GLORIA GRAHAME, BRODERICK CRAWFORD, CHARLES BICKFORD

"THE PRIDE AND THE PASSION"—Technicolor
VistaVision

NORMAN KRASNA

Producer-Director-Writer

"THE AMBASSADOR'S DAUGHTER"

"KIND SIR"

ANATOLE LITVAK

Producer-Director

Three pictures in four years

ILYA LOPERT

Producer

"SUMMERTIME"—Technicolor—starring KATHARINE HEPBURN, ROSSANO BRAZZI

JOS. L. MANKIEWICZ

Producer-Director-Writer (FIGARO, INC.)

Four pictures in three years

VICTOR MATURE

Producer-Star

Six pictures in five years

DAVID MILLER

Producer-Director

"THE SHORT WEEK-END"

ROBERT MITCHUM

Producer-Star (DRM PRODUCTIONS)

Five productions in four years

1. "FOREIGN INTRIGUE" (IN ASSOCIATION WITH SHELDON REYNOLDS)

2. "BANDITO" (IN ASSOCIATION WITH ROBERT L. JACKS)

EXCITEMENT...



EDWARD and WILLIAM NASSOUR

Producers

"THE BEAST OF HOLLOW MOUNTAIN"

Eastman Color—CinemaScope—RegiScope
starring GUY MADISON, PATRICIA MEDINA

"RING AROUND SATURN"—Color—RegiScope

ROBERT PARRISH and TOM LEA

Producer-Director

"THE WONDERFUL COUNTRY"

PINE-THOMAS-SHANE

Producers

"LINCOLN MCKEEVER"—starring JAMES CAGNEY

"MOUNTAINS HAVE NO SHADOWS"

"THE BIG CAPER"

OTTO PREMINGER

Producer-Director

Three pictures in three years

1. **"THE MAN WITH THE GOLDEN ARM"**

starring FRANK SINATRA

SHELDON REYNOLDS

Producer-Director-Writer (MANDEVILLE FILMS, S.A.)

"FOREIGN INTRIGUE" (IN ASSOCIATION WITH ROBERT MITCHUM)
starring ROBERT MITCHUM

ROBERT ROSSEN

Producer-Director-Writer

Two pictures in two years

1. **"ALEXANDER THE GREAT"**—Technicolor—CinemaScope

starring RICHARD BURTON, FREDRIC MARCH,
DANIELLE DARRIEUX, CLAIRE BLOOM

SABRE PRODUCTIONS

Producer-Director (FRANK SELTZER, VICTOR ORSATTI, JOSEPH NEWMAN)

"FLIGHT FROM HONG KONG"—starring ANTHONY QUINN

"THE BOSS"

"MR. TEX"

VICTOR SAVILLE

Producer-Director (PARKLANE PICTURES)

"KISS ME DEADLY"—starring RALPH MEEKER

"MY GUN IS QUICK"

"A MOST CONTAGIOUS GAME"

"ONE LONELY NIGHT"

"BIG KILL"

AUBREY SCHENCK and HOWARD W. KOCH

Producer-Director (BEL-AIR PROD.)

Six pictures in two years

1. **"BIG HOUSE, U.S.A."**—starring BRODERICK CRAWFORD,
RALPH MEEKER

2. **"DESERT SANDS"**—Technicolor—SuperScope
starring RALPH MEEKER, MARLA ENGLISH, J. CARROL NAISH

3. **"FORT YUMA"**—Technicolor—starring PETER GRAVES,
JOHN HUDSON

4. **"REBEL IN TOWN"**

5. **"THREE BAD SISTERS"**

FRANK SINATRA

Producer-Star (OXFORD PRODUCTIONS)

Five pictures in four years

1. **"ONE WAY OUT"**

EDWARD SMALL

Producer

"THE NAKED STREET"—starring ANTHONY QUINN,
FARLEY GRANGER, ANNE BANCROFT

"TOP GUN"—starring STERLING HAYDEN

"GOD IS IN MY CORNER"

"THE LAST NOTCH"

ROBERT WATERFIELD- JANE RUSSELL

Producer-Star (RUSS-FIELD CORP.)

"GENTLEMEN MARRY BRUNETTES"—Technicolor
CinemaScope—starring JANE RUSSELL, JEANNE CRAIN

"THE LAST MAN IN WAGON MOUND"—Color
Widescreen—starring CLARK GABLE

"RUN FOR THE SUN"—starring RICHARD WIDMARK

"THE GREAT MANHUNT"

"WAY OF AN EAGLE"

"OIL FIELD STORY" (Untitled)

CORNEL WILDE

Producer-Star (THEODORA PROD.)

"STORM FEAR"—co-starring JEAN WALLACE

**CREATIVE MANPOWER!
SCREEN EXCITEMENT!
AND IT'S ALL BACKED UP BY
SELLING POWER!**



JOLLEY

(Continued from Page 1)

the fact and make the most of countless trends started annually through use in movies."

He then recounted instances where various clothing manufacturers had found large demands for certain styles of clothing worn by different actors in a movie. There was a strong link between the two industries which could be forged even stronger to the advantage of each group, he said.

In relating the history of the council, he said it was formed in Ottawa in 1949 to better public relations between the industry and the public, to increase motion picture theatre patronage, and to defeat unjust legislation and discriminating taxes.

A closed business session in the morning was followed with the election of the same officers. A. J. Mason, Springhill, N.S., president of Maritime Motion Picture Exhibitors Association, was chairman of the morning meeting and luncheon. A banquet in the evening and the installation of new officers closed the one-day meeting.

Drive-ins Shuttering

Hamilton: District Manager Lloyd Taylor has been busy in the winding-up of the season's operations of Famous Players' drive-in theatres, the latest of which to close were the Skyways at Hamilton and London. A number of the 20th Century Theatres' drive-in units, including two at Toronto, have also been closed. The North-west and Scarboro in the Toronto area, were still operating after Thanksgiving Day.

Across the Country

Toronto and District

Leo Clavir of Artkino Pictures (Canada) Limited, Toronto, has booked the North American premiere of "Boris Godunov", a presentation of the Bolshoi Opera Company, into Eaton's Auditorium for the one night, Oct. 26. When "Romeo and Juliet", the Soviet ballet picture, played there a few weeks ago, the film had to be shown twice to accommodate the crowds.

Announcement is made that Famous Players is going ahead with the modernization of the Patricia Theatre at London which, in the change, is to become the Victoria by name. The house was to have been closed last August for the project but kept operating.

A special concession was granted by the Centre Theatre, St. Catharines, to the striking employees of McKinnon Industries, a subsidiary of General Motors, when with their wives or sweethearts they were admitted to any performance Oct. 11-12 for the reduced admission price of 25c each, when the program consisted of "Broken Lance" and "Untamed".

A Toronto visitor on a personal trip from Hollywood was Leroy Prinz who directed the dancing sequences in Cecil B. DeMilles forthcoming "The Ten Commandments" and has been responsible for the dance numbers in many musical productions. He did not disclose the reason for his tour.

Maritimes

Mr. F. E. Peters, President of Dominion Sound Equipments, Ltd., Montreal, and Mr. J. McEwan, District Manager at Halifax, N.S., were visitors to Saint John this week.

Mr. William Guss, Montreal Branch Manager for Metro-Goldwyn-Mayer, came to Saint John to attend the funeral of the late Mr. A. E. Smith. Mr. Gordon Lightstone, General Manager of Paramount Pictures, Inc., was a visitor to Saint John, this week.

Prairies

City Council at Saskatoon has approved a refund of \$521 to the Starlite Drive-in Theatre, covering the cost of extending electrical service to the theatre in 1950. The area in which the drive-in is situated has since been incorporated in the city.

Winnipeg

Saturday morning, October 8th, was a big day for 1,200 newsboys of Greater Winnipeg, including Transcona and Selkirk, when they were guests of the management of the Winnipeg Free Press at the Metropolitan Theatre showing of the Martin and Lewis comedy, "You're Never Too Young."

Vancouver

Bill Winterton, manager of the Capitol, Saskatoon, Sask., is back from a three month holiday spent in his native Great Britain.

Famous Players have closed their Starlite drive-in at Nanaimo on Vancouver Island. Its the only ozoner owned by FPC in British Columbia. Other drive-ins have cut down their playing time to week-ends for the rest of the season.

Jack Aceman, local theatre owner who also built the new film exchange building, was appointed as Youth organizer of the B'nai B'rith which covers eight Western states and the province of British Columbia.

The local grape-vine is that two film exchange managers are on their way out? One with a major company for 33 years.

PIONEERS

(Continued from Page 1)

days" to elect officers at the meeting—which was their annual one.

Leslie A. Sprague, Saint John, was elected president; Thomas M. Corbett, Saint John, secretary-treasurer.

Chairman of membership committees for the three provinces were P. J. Hogan, Saint John, for New Brunswick; Frederick M. Gregor, New Waterford, for Nova Scotia; and Bruce H. Yeo, Montague, for Prince Edward Island.

During the meeting Mr. Hogan spoke of the recent death of Abraham (Abe) Smith of Saint John, for more than 30 years associated with the industry and the pioneers.

He said the group and the film industry as a whole had lost a valued friend and counselor.

TISDALE

(Continued from Page 1)

various towns near Tisdale that are free of amusement tax. Mr. Falkner's case was so well presented that the Council not only cancelled the amusement tax in Tisdale at the theatre, but at hockey games, etc., and also abandoned the use of parking meters as well. It is believed that Tisdale is the first town in the province of Saskatchewan to cancel the amusement tax.

BINGO

(Continued from Page 1)

others being the Lion's Club, the Richelieu Club and the Canadian Legion of War Veterans. It looks as if Mom is in for a big season of Bingo, while Dad stays home to mind the children—and pray that she will win a brand new car to replace his beat-up jalop.

FOR SALE

YES! 10,000 LATE MODEL USED or RE-CONDITIONED THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division
 945 GRANVILLE ST. VANCOUVER 2, B.C. MA. 5034

From Newfoundland
To Nanaimo

From Grand Prairie
To Granby

The Swing Is To

ADFILMS

Canada's Fastest Growing
Theatre Screen Advertising
Company

FRED T. STINSON, General Manager

77 York St. 10940-122nd St.
TORONTO EDMONTON
EM. 8-8986 8-2508

QUEBEC CITY 3-5755

IT ROCKED MANHATTAN!



TENDER TRAP: "What Every Girl Sets For Every Man!"

M-G-M's GOLDMINE!
in CINEMASCOPE and COLOR
"THE TENDER TRAP"

Starring **FRANK SINATRA · REYNOLDS**
DAVID WAYNE · HOLM
CELESTE

Screen Play by **JARMA LEWIS · JULIUS EPSTEIN**
With **JARMA LEWIS · JULIUS EPSTEIN**
Based On the Play by MAX SHULMAN and ROBERT PAUL SMITH
And Presented On the New York Stage by CLINTON WILDER
Photographed in **EASTMAN COLOR**
Directed by **CHARLES WALTERS**
Produced by **LAWRENCE WEINGARTEN**

HIGHEST RATING OF ALL TIME!

Yes, in all the years that FILM RESEARCH SURVEYS has polled audiences, "THE TENDER TRAP" at Loew's Lexington Theatre, N.Y. Preview last week topped every picture in history. It was a repetition of the sensational audience Preview in California. The news of this GREAT attraction is spreading like wild-fire through the industry. ACT FAST! THIS IS MONEY!

HERE'S WHAT IT'S ABOUT!

Come into Frankie's love-nest-bachelor-apartment. Through these portals pass the most gorgeous and seductive models and career girls in naughty New York. And just when the confident bachelor thinks he's got the perfect set-up, along comes the most-innocent-of-them-all to set the tender trap! Bait your box-office with this big-time bonanza entertainment!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



FRANKIE!

On the cover of Time and Look Magazines, he's the hottest name in films today and here's a perfect show for his millions of fans!



DEBBIE!

She's an authority on the tender trap. Debbie's headline romance makes her the sure-fire-want-to-see star of the year!